



# NEWS RELEASE

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HOME/OFFICE BACKGROUNDER

## ATARI® COMPUTER SYSTEMS FILL GAP IN HOME OFFICE MARKET BY PROVIDING "PERFORMANCE WITHOUT THE PRICE"

**LAS VEGAS, NV (November, 1989)** -- General consumers no longer think of personal computers as expensive electronic game systems or something that should be purchased "so the kids will know how to use them." Today, more people recognize the personal computer for what it is--an opportunity. And an increasing number of home users are purchasing the powerful system configurations to prove it.

According to IDC, the home office market will reach the \$20-billion mark this year; and close to half of the revenues will be in personal computer sales. Those figures are expected to increase steadily for the next five years.

One of the reasons for this dramatic increase is that more people are leaving traditional office environments to work out of their homes. In fact, one study showed that 15 million American households contain a room, corner or wing dedicated solely to a business and that 25 million Americans do all of their work at home.

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## **ATARI HOME/OFFICE BACKGROUNDER (cont.)**

Atari Computer offers this growing segment of the work force complete small system solutions that provide the price/performance they need to make the home office environment a viable alternative for them.

### **Filling the Gap**

"Atari" has been a household word for more than a decade. And today, Atari Computer's personal computer lines are making their mark in home offices and small businesses by providing complete solution systems.

Any of Atari Computer's versatile personal computers can be used as a business computer by day and an entertainment system by night. The company is filling the gap left by the Big Three small system producers (Apple®, IBM® and Compaq®), who have all but abandoned the true personal, home computer user. From their ST™ line of desktop computers to their laptop and palmtop systems, Atari Computer's personal computers consistently outperform the traditional industry leaders.

### **The Booming Home Office Market**

One-third of the American labor force (35 million workers) are either working at home, self-employed or working out of their home temporarily. In fact, according to several research firms, by 1990, the small business/home office market will account for close to \$10 billion in personal computer sales.

Most of the people working out of their home hold traditional "white collar" jobs such as consultancies or sales positions. The median household

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## ATARI HOME/OFFICE BACKGROUNDER (cont.)

income of people who work at home is \$46,000.00 per year and the median age is 41. In other words, there are a lot of home office workers and they are in the position to buy personal computers.

Atari Computer knows that the way to reach this rapidly growing and increasingly sophisticated group of home computer owners is to provide flexible systems and complete software options.

### **Atari Computer Systems**

Atari Computer provides home office users with more choices than any other personal computer manufacturer. The company has developed systems with a range of capabilities based on both the Motorola and Intel family microprocessors. Emulators are also available for all of Atari's TOS-based systems which allow users to run application packages in other key operating environments. Although any of Atari Computer's personal computer systems would work well in a home environment, certain systems are recommended based on traditional requirements.

**520ST™** -- Perfect for the home user who wants a personal computer for basic processing functions, the 520ST is an economical full-featured system. The system includes a half-megabyte CPU with a built-in 720K double-sided, double-density floppy disk drive. The system can be configured with either a color or a high-resolution monochrome monitor. The 520ST has a suggested retail price of \$599.95.

**1040ST™** -- For users with more advanced needs, such as database management or other applications that require expanded memory and speed, Atari

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## **ATARI HOME/OFFICE BACKGROUNDER (cont.)**

Computer offers the 1040ST. The 1040ST was named Computer of the Year twice in Europe. The award-winning system includes an 8.0-MHz system speed; a built-in 720K double-sided, double-density floppy disk drive and a full megabyte of memory. MIDI, mouse, joystick and hard disk ports are standard. There are hundreds of business, educational, desktop publishing, music and entertainment software packages available for the system. The 1040ST can be configured with a color monitor or a high-resolution monochrome monitor. The system retails for \$799.95.

**1040ST<sup>E™</sup>** -- For users looking for increased sound and graphics capabilities, Atari Computer offers the 1040ST<sup>E</sup>, an enhanced configuration of the 1040ST. The system features an 8.0-MHz system speed and a full megabyte of memory, as well as an extended palette of 4,096 colors. For desktop publishers or game enthusiasts, the 1040ST<sup>E</sup> hardware supports horizontal and vertical scrolling. The system also offers Stereo 8-bit PCM sound; as well as light gun, paddle and additional joystick-ports. The 1040ST<sup>E</sup> offers the latest version of TOS and will be available first quarter, 1990.

**MEGA 2™ and MEGA 4™** -- Available with 2 MB or 4 MB of main memory, the MEGAs have 68000 microprocessors with 8.0-MHz system clocks. A 3.5-inch disk drive, mouse and keyboard are included. A graphics accelerator chip that speeds graphics handling, as well as mouse, parallel, cartridge, DMA, serial and MIDI ports are standard. A hard drive is optional.

Developed for the small business person who requires expanded processing power, the MEGAs can be configured with an RGB color monitor or a monochrome monitor. The MEGA systems are especially appropriate for desktop publishing

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#### **ATARI HOME/OFFICE BACKGROUNDER (cont.)**

or CAD applications. The MEGA 2 has a suggested retail price of \$1,499.95 and the MEGA 4 retails for \$2,199.95.

**Stacy™ Laptop** -- A truly portable version of Atari Computer's 1040ST, the Stacy Laptop is MEGA- and ST-compatible. In fact, any software package that will run on the ST system can be used on the Stacy. Featuring 1 MB of standard memory (expandable to 4 MB) and an 8.0-MHz system clock, the Stacy also includes a 3.5-inch floppy disk drive. A second floppy or a hard drive is optional. The 15-pound unit includes a high-resolution, back-lit LCD display, but can be used with any of Atari Computer's monochrome or color monitors. An integrated trak-ball™ replaces a mouse. MIDI, parallel, RS232C and game controller ports are standard. The Stacy is powered by 12 "C" batteries or an outside power source through a DC input jack. The full-function Stacy can easily serve as both a laptop and home system. The Stacy retails for \$1,495.00.

**Portfolio™ Palmtop** --Designed around the energy-efficient 80C88 microprocessor, the Portfolio is the world's first palmtop computer that uses MS-DOS®-compatible commands. The one-pound system, which is about the size of a VCR tape, is small enough to slip into a coat pocket, yet powerful enough to meet the needs of today's busy home executive and information user. The 4.92-MHz system has 12BK RAM as standard (expandable to 640K). Solid-state 32K, 64K and 128K RAM cards that are the size of credit cards, replace a floppy drive and diskettes. The Portfolio includes a 63-key IBM PC® software-compatible keyboard and offers an LCD display with a 40-column by 8-line

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## **ATARI HOME/OFFICE BACKGROUNDER (cont.)**

character mode and 240 x 64 pixel graphics mode. Three standard "AA" batteries will power the system for over one month. Users may add optional interfaces for printer, RS232C serial devices and PC file transfer. The system includes an internal Lotus 1-2-3 file-compatible spreadsheet, text editor, personal appointment calendar, address book and phone directory. The Portfolio palmtop system retails for \$399.95.

### **Software Increases Functionality**

There are hundreds of business, educational and game software packages available for Atari Computer's full line of personal computer systems. Some of the key packages for the home/home office environment include:

**Superbase II™** -- Superbase II is a complete database management system from Precision Software®. This comprehensive manager includes an intelligent forms editor, text editor, and BASIC-style language for custom applications. The software is ST and MEGA compatible.

**WordPerfect™** -- WordPerfect Corporation offers Atari MEGA and ST users all of the sophisticated features available in the popular DOS version of this word processing software. Users may use the same macro commands, editing features, speller and thesaurus.

**LDW Power™** -- This powerful, Lotus-compatible spreadsheet includes a built-in graphing capability, the multi-window GEM interface and a Lotus-compatible macro language. Offered for the ST and MEGA lines by Logical Design Works®.

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**ATARI HOME/OFFICE BACKGROUNDER (cont.)**

**Informer II™ --** Soft-Aware™ offers Atari Computer users Informer II, a general-purpose data-graphics manager that processes records and manipulates presentation graphics.

**Atari Educational Software --** Atari Computer offers two complete lines of educational software: the Bentley Bear At-Home Tutor™, a series of colorful games to teach young children basic skills; and the Arrakis Advantage™ series of academic subjects such as algebra and biology.

**First Byte™ --** First Byte's acclaimed programs teach children basic reading and math skills. The series uses an innovative and interactive approach to electronic learning. Packages such as Kidtalk™, use the Atari sound chip to read typed text aloud.

**Games --** A number of leading computer game companies, including MichTron Games and Electronic Arts Games, offer a range of electronic video games for Atari Computer's systems.

Atari Computer is dedicated to providing home users with the system configurations and the software options they want for their home office and other personal computing needs. No other small systems manufacturer can offer the home user the price/performance of Atari Computer's full line of personal computers.

For more information, contact Mike Morand, president, Atari Computer, 1196 Borregas Avenue, Sunnyvale, California 94088; (408) 745-2000.

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